

**Subject:** Re: 2018 Annual Planning Report & 2017-2018 Quarterly Reports et al.  
**From:** Tara Devine <tara@venicebeachbid.com>  
**Date:** 06/28/2018 08:23 PM  
**To:** Rita Moreno <rita.moreno@lacity.org>  
**CC:** Holly Wolcott <Holly.Wolcott@lacity.org>, Shannon Hoppes <shannon.hoppes@lacity.org>, Mark Sokol <mark@venicebeachbid.com>, Steve Heumann <steve@venicebeachbid.com>, Chad Molnar <chad.molnar@lacity.org>, Marcus Lieber <Marcus.Lieber@armaninollp.com>

Attached is the (snail) mailing we sent to all property owners in the BID in early June to promote the launch of the BID services (we launched on 5/14.) We hope that you will consider this our Q1 2018 newsletter, along with the new website copy. Our goal is really to get our stakeholders to our website as much as possible so we can provide the maximum information there, and keep it current and relevant with updates as often as possible (we're aiming for one new story or page per month as resources permit; our communications budget is small.)

We added some website copy in May:

<https://venicebeachbid.com/azucena-vela-to-lead-the-venice-beach-bid-safe-team/>

We'll be adding some substantial website copy in early July (it's in final stages of development now.) The biggest changes will be here:

<https://venicebeachbid.com/clean-safe/>

but we are also adding a profile of our Clean Team Manager, Paul Williams, and some other site touch-ups.

FYI - We're working towards launching a true newsletter format next month (our goal is to have it ready by July 31 along with our Q2 Report.) We're going for something very simple to start, with the goal of providing it monthly, as resources permit. We think the community will value "monthly brevity" more than quarterly/longer-winded. We'll refine it over time based on feedback.

On Tue, May 1, 2018 at 5:36 PM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:  
Okay. We'll look for the website update and mail piece, and get back to you.

On Tue, May 1, 2018 at 5:31 PM, Tara Devine <[tara@venicebeachbid.com](mailto:tara@venicebeachbid.com)> wrote:

We'll work on the APR changes asap.

Q1 2018 newsletter:

We've now completed a basic website with several current "updates" that are very much like newsletter pieces (we'll be adding another one about launch soon, too.) We'll be sending an email to our mailing list very shortly to tout the new website and its content.

Additionally, we are preparing a "launch" (snail) mailing for property owners that will go out closer to the middle of the month. I'll submit a copy of it to Rita as soon as it is finalized (still in development.)

We hope that the Clerk will look at those and consider if they cumulatively meet the Q1 2018 newsletter requirement (it's a lot more work/copy/info than a typical newsletter, and has similar content.)

We are also working on an HTML format newsletter in our Mailchimp program, but it will not be ready to go until the Q2 newsletter. That will be the newsletter format we use going forward.

On Tue, May 1, 2018, 2:16 PM Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:  
Thanks, Tara. We have some corrections for you on the 2018 Annual Planning Report and I don't believe we have received the newsletter for the 1st quarter of 2018.

On Mon, Apr 30, 2018 at 6:16 PM, Tara Devine  
<[tara@venicebeachbid.com](mailto:tara@venicebeachbid.com)> wrote:

**All:**

- 1) We have submitted our 2018 Annual Planning Report via the online portal. It was approved 8-0 by the Board of Directors on April 13, 2018.
- 2) Attached please find our Q1 2018 quarterly report (new, submitted on time)
- 3) Based on the comments we received from Rita via email on April 18, 2018, we have revised our Q2, Q3 and Q4 2017 quarterly reports - financials only. These are attached in a single file.
- 4) We added one member to our Board of Directors at our meeting on April 13, 2018. Attached is a revised board roster for your files.
- 5) We have a new, permanent phone number (landline) for the BID, although it will not be staffed until later this month. This will be the one-stop number for both the office and dispatch (clean and safe service calls.) I will email you when it is staffed. The 213 number is the one to keep using until I send a follow-up email. But it will be: **310-396-VBID** (310-396-8243).
- 6) I will let everyone know when we have an official launch date for clean and safe (we will launch later this month.) Please let me know if you have any questions.

**Rita:**

When your review is complete, kindly confirm that we are now current with all required reports. Thank you.

Warmest regards,  
Tara

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—Attachments:—

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2018.06.05 Post-Launch 1.pdf

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